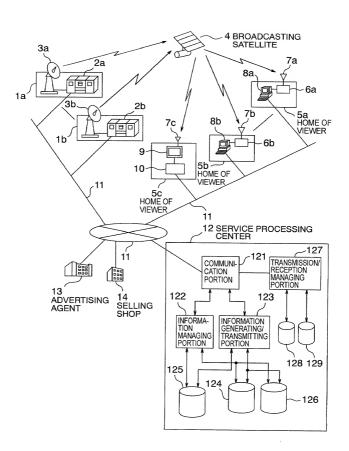
FIG. 1



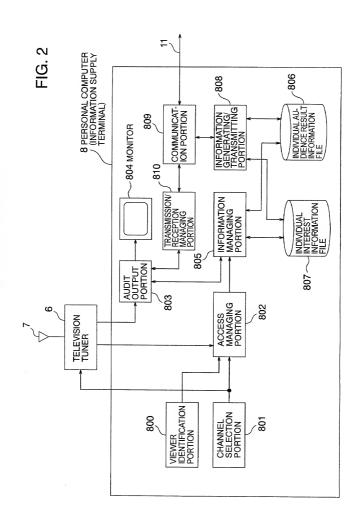
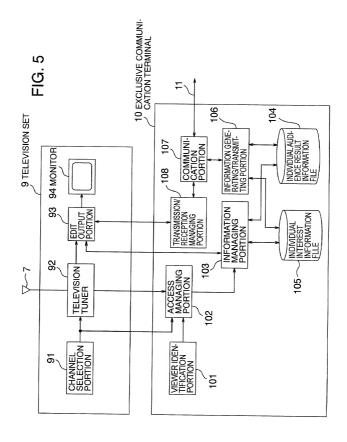


FIG. 3

							-			
OCTOBE	OCTOBER 17,2000					MR. A				
F	TIME		19:00			20:00		21:00		
BROAD	PROGRAM		NEV	S	NEWS CLOSE-UP	CONCERT	WEA THER ORT	NEWS	NEWS TARY	
CASLA	AUDIENCE	1	-		-	0	0	0	-	
BROAD	PROGRAM			HEAL-	HUMAN XX	PARTNER	E E		HOBBY	
CASTB	AUDIENCE			0	0	0			0	
BROAD	PROGRAM		2	ÇS Ç	XX'S COOKING	VARIETY		DR4	DRAMA THEATER	
CASTC	AUDIENCE				0	0			0	
		•								

FIG.

	INTERIOR	FURNI- ORNA- TURE MENTS	45
		FURN- TORE	8
		1	
	TRAVEL	DOME-U.S.A FU	35
	-	DOME- STIC	5
<			
MR. A	SPORT	BASE BALL	13
	o)	GOLF BASE	50
	MUSIC	CLA- SSIC JAZZ	10
	_		25
	N N	i	
	EDUCATION	ENG- FRE- LISH NCH	N
		ENG- LISH	70



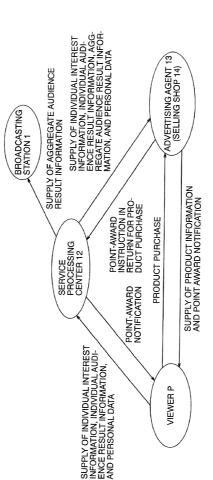
## FIG. 6

	т						
1			l				
	INTERIOR	ORNA- MENTS	45		INTERIOR	FURNI- ORNA- TURE MENTS	rC
		FURNI-	89			FURN-	ro
	١.	-					
	TRAVEL	DOME- U.S.A STIC	35		TRAVEL	DOME- U.S.A STIC	30
		DOME	2			DOME- STIC	55
<				B			
MR. A	SPORT	BASE BALL	6	MR. B	SPORT	BASE BALL	40
	0)	GOLF	20		S	GOLF BASE	0
	MUSIC	JAZZ	10		MUSIC	JAZZ	10
		CLA- SSIC	25		_	CLA- SSIC	45
	NO				N		
	EDUCATION	HSH HSH	N		EDUCATION	ENG- FRE- LISH NCH	0
		LISHG	50		EDI	ENG- LISH	10

## FIG. 7

OCTOBER 17,2000	17,2000								
Ė	TIME		19:00		20:00	F	21:00		
BROAD	PROGRAM		NEWS	CLOSE-UP	CONCERT	AHH H	WEA- THER NEWS REP- ORT	DOCUMEN- TARY	
	NUMBER OF VIEWERS		8213	2150	3212	322 8325	3325	51350	
BROAD	PROGRAM			HEAL- HUMAN XX	PARTNER	er.		HOBBY	
2	NUMBER OF VIEWERS		450	0 1023	11020			8450	
BROAD	PROGRAM		XX	XX'S COOKING	VARIETY		DRA	DRAMA THEATER	
SASTC	NUMBER OF VIEWERS	i		23450	33450			21020	
	İ					1			





BROADCASTING STATION 1											
				SUPPLY OF AGGREGATE AUDIENCE RESULT INFOR- MATION S15		PAYMENT S17					-
ADVERTISING AGENT 13 (SELLING SHOP 14)				SUPPLY AUDIEN MATION		ш.					
			SUPPLY OF INDIVIDUAL INTEREST INFORMATION INDIVIDUAL AUDIEN- CE RESULT INFORMATION AGGRE- CATE ALIDIENCE DESULT INFORMATION	ND PERSONAL DATA \$14	PAYMENT S16				POINT-AWARD INSTRUCTION S20 (POINT ADD INSTRUCTION)		<b>→</b>
SERVICE PROCESSING CENTER 12		  - 0 <b>1</b>	SUPPL SEREN	NOIL			S		POIN N		
A SERVICE OF THE SERV	INQUIRY ABOUT INFORMATION SUPPLY \$11	SUPPLY OF INDIVIDUAL INTEREST INFORMATION, INDIVIDUAL AUDI- ENCE RESULT INFORMATION, AND PERSONAL DATA S12	POINT-AWARD NOTIFICATION S13				INTRODUCTION OF PRODUCTS FOR SALE S18	CONTACT FOR PRODUCT PURCHASE \$19		POINT-AWARD NOTIFICATION S21	
VIEWER P	SUPP	SUPPL INFORI ENCE! PERSO	POINT.				FOR S/	Q.F.		POINT-	
			TIM	ME PASSA	AGE =			->	-		

FIG. 10

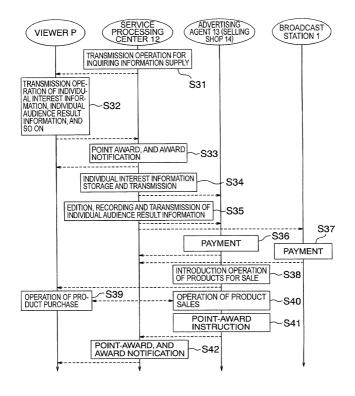
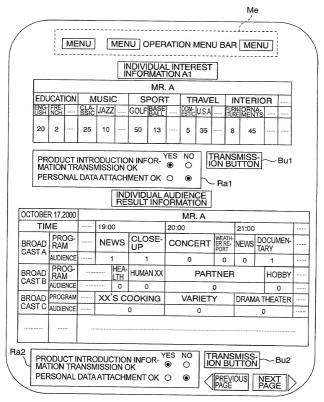


FIG. 11



## FIG. 12

MENC	MENU OPERATION MENU BAR	IU BAR MENU
DATE OF PROVISION	SUPPLIED INFORMATION	POINT
MAY 10, 2000	INDIVIDUAL INTEREST INFORMATION 1	40
MAY 10, 2000	AUDIENCE RESULT INFORMATION	10
AUGUST 15, 2000	AUGUST 15, 2000 INDIVIDUAL INTEREST INFORMATION 2	50
SEPTEMBER15, 2000	SEPTEMBER15, 2000 GOLF CLUB PURCHASE	80
	YOUR CURI	YOUR CURRENT POINTS : 250
		PREVIOUS NEXT PAGE